

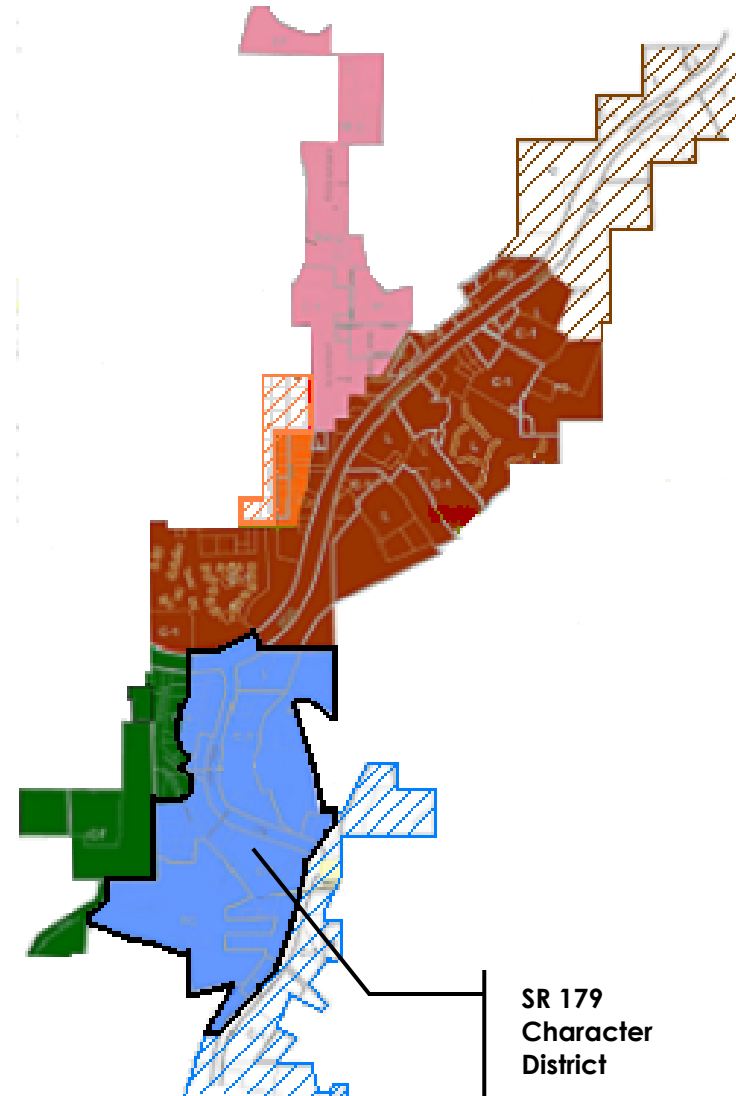
Chapter 6: State Route 179 Character District

6.1 Introduction

This district is characterized primarily by retail, restaurant and lodging land uses and has evolved into an identifiable district characterized by the Oak Creek corridor and the creek's mature riparian vegetation, especially Sycamore and Cottonwood trees. The district has several large commercial developments with an eclectic style and diverse scale, while maintaining pedestrian scale with comfortable setbacks from the street.

Character-Defining Features

- Territorial Style Architecture
- Natural Red Rock, and to a lesser extent, river rock
- Board and Batten
- Wood Shingle Roofs
- One- and Two-Story Structures
- Pedestrian-Oriented
- Varying Building Setbacks
- Panoramic Views
- Covered Walkways and Arcades
- Low-Level Signage



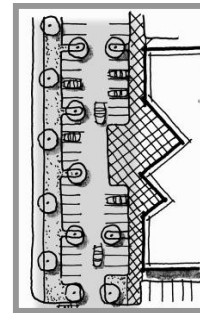
Chapter 6: State Route 179 Character District

6.2 Site Design

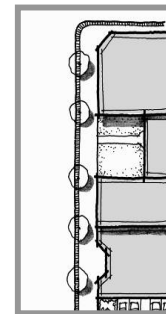
The building orientation and setback in the SR 179 district varies according to topography. At the northern end, buildings are generally built slightly setback from the street, allowing for limited parking and pedestrian walks along continuous storefronts. This uniform type of development creates a definitive storefront rhythm. Toward the southern portion of the district, sites are larger and more irregular, creating a more organic building orientation.

6.2.1 Building Orientation

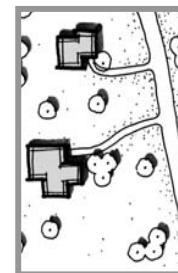
- Distances between structures for side yards along Hwy 179 should vary in one of the following ways:
 - *Buildings Set Back* – Limited parking in front of buildings where parcel size creates difficulty for rear or side parking. **(A)**
 - *Sidewalk-adjacent* – Buildings built to front and side property lines. **(B)**
 - *Single or Clustered Buildings on Larger Lots* – Landscaped setback with limited parking in the front and most parking on the rear or sides. This is most appropriate in the southern portion of the district. **(C)**
- For sites adjacent to Oak Creek, rear setbacks should include pedestrian orientation and amenities to maximize views and access to the riparian corridor. **(D)**



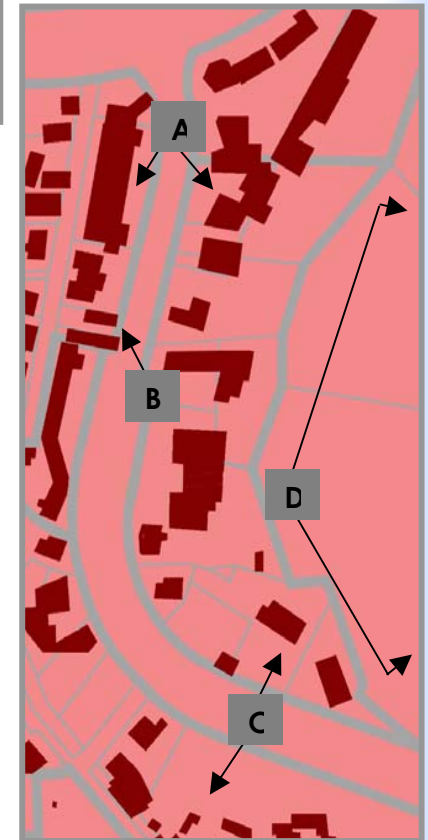
Buildings Set Back



Sidewalk Adjacent



Building(s) on Larger Lots



Existing pattern of SR 179 Character District

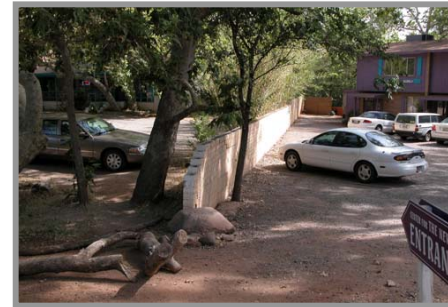


Chapter 6: State Route 179 Character District

- Site design should incorporate area for pedestrian plazas, courtyards, pedestrian paseos, and outdoor dining opportunities.
- Preserving existing topography is strongly encouraged to minimize visual impacts, disruptions in natural drainage flows, and to preserve natural/existing vegetation.

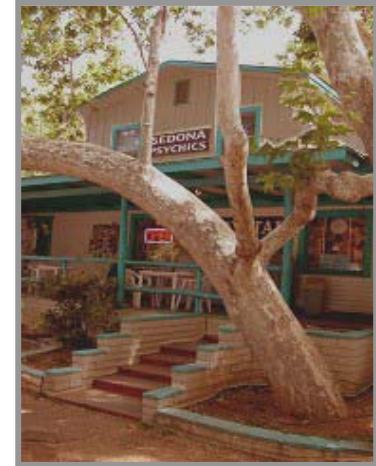
6.2.2 Parking

- Ideally, parking areas should be located at the side and rear of buildings whenever possible.
- Parking lots should be softened through the use of trees, landscaped islands, potted plants, benches, and other amenities. Parking areas should also be screened through low walls and/or landscaping.
- Parking lots should be broken up into smaller parking modules separated by landscaping.
- Recommended parking lot surface materials shall not detract from the surroundings and may be of natural rock/gravel, decomposed granite, exposed aggregate, or decorative pavers.
- Where possible, rear and side parking lots should be designed and located to create a contiguous flow so that vehicles can travel from one area to the other without having to enter the street. Adjacent parking lots should be interconnected when possible.



Chapter 6: State Route 179 Character District

- Pedestrian and parking/automobile areas should be clearly delineated through the use of landscaping, low walls, or curbing. Buffers between pedestrian and vehicular zones are encouraged.
- If well screened and below-grade, parking structures may be appropriate at the rear of buildings. Building materials compatible with the district and dense canopy tree accents should be used to minimize visual impacts and lessen effects on existing ambience.



6.3 Architecture

This district is characterized by an eclectic variety of contemporary vernacular and historic commercial architecture. The western and territorial smaller scaled buildings blend well with the larger contemporary Mission Revival and Adobe styles used in more current buildings.

6.3.1 Architectural Styles

As in all districts, a predetermined architectural theme is not required. However, there are certain architectural styles and forms that best fit the character of the area.

- Territorial, Mission Revival, or other “western” styles are the preferred building styles. Other local architectural styles that have been historically used in Sedona are acceptable as long as the design incorporates natural stone and rough-hewn wood structural elements as major building elements.
- Contemporary design interpretations will be considered if key attributes of the natural



Chapter
2.3.1
(Page 2-5),
2.3.4
(Page 2-7)

Chapter 6: State Route 179 Character District

environment are used to guide the design. Creative adaptations of traditional architecture will be reviewed on a case-by-case basis.

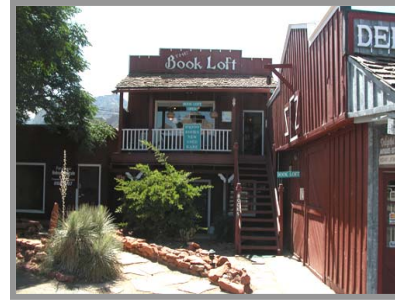
- One and two-story structures are acceptable within the district, with one-story above street level grade as the preferred form.
 - Standard corporate and/or franchise-style architecture is not acceptable in the corridor.
- 6.3.2 Building Materials

6.3.2 Building Materials

- Materials consistent with the local architecture, as well as indigenous to the area are desired.
- Preferred building materials for SR 179 include:
 - Natural red rock
 - River rock (along Oak Creek)
 - If stucco is used, it should be limited and only used to complement the predominant architectural styles of the SR 179 Character District.
 - Board and batten siding
 - Dimensioned cut stone or brick (local or nearby locations)
 - Clay tile roofs
 - Treated wood shake roofs
 - Rough hewn wood/heavy timber

6.3.3 Roofs

- Roofs may be flat or sloped. Territorial false front parapets are appropriate on flat roofs.



Chapter
2.3.2
(Page 2-5),
2.3.3
(Page 2-7)



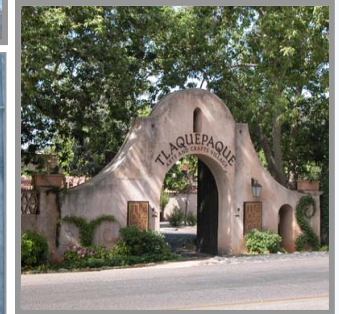
Chapter
2.3.5
(Page 2-8)

Chapter 6: State Route 179 Character District

- Visible portions of the roof should be covered with building materials consistent with the architectural style.
- Varying rooflines will encourage visual interest as well as creating a smooth seam between the natural environment and the building's mass.

6.3.4 Windows, Doors, and Storefronts

- Doors and windows should be compatible with the architectural style.
- The main entry to a store, lobby, stairs, or central corridor should be emphasized to announce a point of arrival in one or more of the following ways:
 - Flanked columns, decorative fixtures, or other architectural details.
 - Recessed within a larger arched or cased decorative opening.
- New buildings that are wider than existing facades on the street should be broken into a series of "structural bays" or storefronts segmented by columns or stone piers.
- Storefronts facing SR 179 or other primary pedestrian walkways should be designed in a manner consistent with the guidelines for the SR 89A Character District provided in Chapter 3, Section 3.3.5.



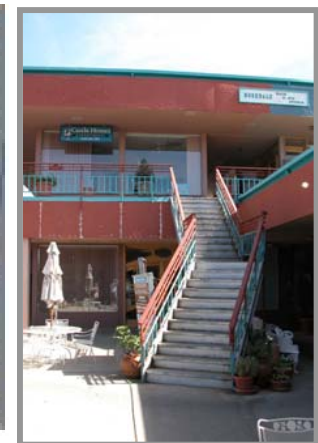
Chapter 6: State Route 179 Character District



Chapter
2.3.8
(Page 2-10),
2.4
(Page 2-12)

6.3.5 Architectural Details

- Common horizontal elements (cornice line, balcony height, window height/width, and spacing) among neighboring structures should be maintained. Canopies and/or balconies can be used to establish this rhythm.
- Horizontal and vertical façade articulation, especially on two story structures is encouraged through changes in the wall plane, the use of balconies, recessed entries, and other architectural details.
- Where the façade is divided into distinct storefronts, it is Recommended to cover all or a portion of the façade with an arcade.
 - The width of the covered arcade should be no less than six feet from the exterior to the inside of supporting columns or piers.
 - Arcade columns and supports should appear thick and substantial enough to structurally support the overhead shed roof element. Local natural materials including red rock, wood, or a combination of both can be utilized.



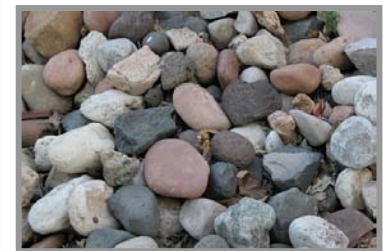
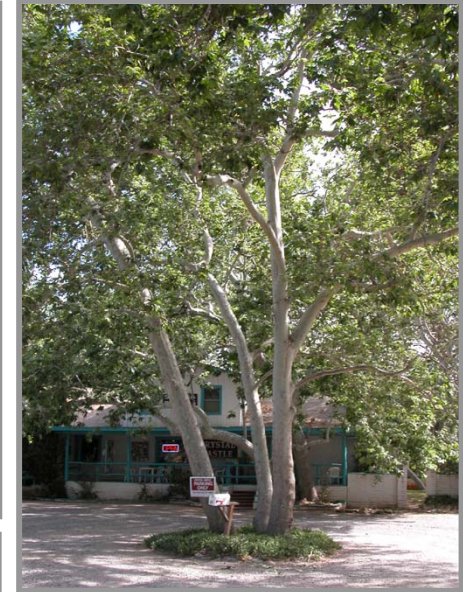
Chapter 6: State Route 179 Character District

6.4 Landscaping & Amenities

Landscaping in the SR 179 character district should reflect existing vegetation and should respect the existing topography and landscape forms. Public spaces and pedestrian amenities provide opportunities for relaxing and experiencing the environment.

6.4.1 Landscaping

- Sycamore and Cottonwood trees are strongly encouraged as part of landscape designs and setback areas along the Oak Creek riparian corridor.
- Mature trees should be preserved in new development.
- Other native and drought-tolerant trees, shrubs, flowers, and other landscaping materials are encouraged in setbacks areas and open space. Riparian-style landscaping would be suitable on creek front properties.
- To add interest and variety to landscaped areas, local native natural rocks and boulders can be grouped in a manner that reflects the natural rock outcroppings in the area.
- Potted plants in a red rock, terra cotta, clay, or wood planters are recommended to enhance sidewalk shops, public spaces and other pedestrian areas. Window boxes are also encouraged.



Chapter 6: State Route 179 Character District

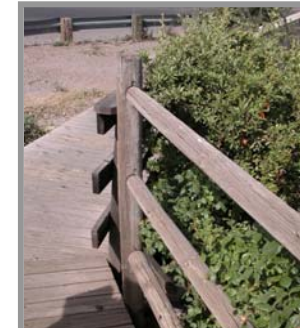
- Landscaping can also be used to help screen parking, refuse storage, or storage area adjacent from a public street or pedestrian area.

6.4.2 Walls and Fences

- The use of low walls of rock and decorative concrete is encouraged to accommodate changes in topography.
- Low walls and fences are also encouraged to screen parking areas, refuse, and equipment and to separate public and private space.

6.4.3 Public Spaces & Amenities

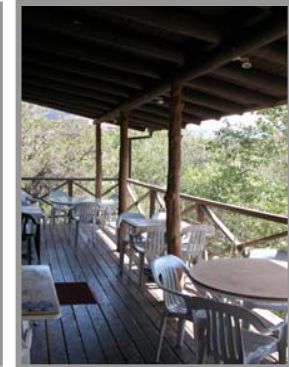
- Plazas, courtyards, and pedestrian paseos are strongly encouraged.
- The location and orientation of major public spaces or areas for outdoor dining should be removed from the noise and automobile traffic of SR 179 and provide creek views where possible.
- Public art and interpretive signage are strongly encouraged in public spaces and pedestrian paseos. Art that is appropriate to the history and character of the district is encouraged.
- Murals shall only be allowed on building walls that are visible from interior courtyards and alleys. Murals shall not be readily visible from



Chapter 6: State Route 179 Character District

public rights-of-way. Murals shall not include commercial advertising of any kind. Murals shall reflect the local environs and/or history reinforcing the unique SR 179 character district.

- In addition to landscaping, spaces should include a variety of appropriately designed pedestrian amenities that may include the following:
 - Benches and seating
 - Site furniture (chairs and tables)
 - Wind-resistant umbrellas
 - Trash and recycling containers
 - Cigarette receptacles
 - Bicycle racks
 - Multi-functional kiosks
 - Decorative paving
 - Drinking fountains
 - Decorative lighting
 - ATM machines
 - Public telephones
 - Magazine/news racks



Chapter 6: State Route 179 Character District



Chapter
2.6.1
(Page 2-20)
2.6.2
(Page 2-21)

6.5 Commercial Signs

The SR 179 character district is characterized by low-level commercial signage geared to both vehicles and pedestrians.

6.5.2 Sign Materials

Sign materials should be consistent with and complement the architecture and materials of the structure. Preferred sign materials include:

- Wood (carved, sandblasted, etched, properly sealed and painted, or stained) or metal (formed, etched, cast, engraved, and properly treated to protect against erosion).
- Red rock and/or river rock.
- Stucco, if used in combination with other materials such as wood, metal, or tile.
- Landscaping incorporated into the base of monument and freestanding signs.

6.5.3 Appropriate Sign Types

The following sign types are preferred for the SR 179 character district.

- Low-scale, **Monument Signs** in landscaped setbacks are appropriate to identify businesses set away from the sidewalk edge. **(A)**



Chapter
2.6.6
(Page 2-23),
2.6.7
(Page 2-27)

Chapter 6: State Route 179 Character District

- Low-scale, **Freestanding Signs** supported permanently on the ground by short poles may also be appropriate for businesses set back from the sidewalk edge. **(B)**
- **Wall Signs** should be located where the architectural features or details of the building suggest a location, size, or shape for the sign. Small-scale, pedestrian-oriented. **(C)**
- **Hanging or Projecting Signs** are encouraged where overhangs exist. **(D)**
- **Window Signs** are encouraged if limited to the business name and a brief message identifying the product or service (e.g. "candy", "gifts"). **(E)**

